COVERA

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Website conversion rates increased by 60% from using Omniconvert tools

BACKGROUND

Covera is an online shopping website for home and gardening in Romania. Covera won the GPeC award for "Best startup in E-Commerce 2013". A passionate team that specializes in supplying the best range where you find everything you need for balcony, terrace, garden, farm or orchard.

With over 20000 products to choose from, they provide advice for everything such as soils and fertilizers, the right kind of seasonal flowers to plant, what type of machinery is suitable for domestic land care or farming and much much more. They are constantly seeking new suppliers to bring the best products to their customers and pride themselves on service.

With over 60k visits to their website on a monthly basis, they are a fast growing online retailer in the gardening industry.

CHALLENGE

The challenge that Covera faced was to help customers overcome their fear of buying "Home and Gardening" products online. An audit and analysis was undertaken to better understand the demographics, weakness of the site and covered some general features like time on site and visitor behaviour.

The main idea and focus was to improve the overall conversion rate and make sure as many opportunities were available for the visitor to convert.

SOLUTION

Omniconvert helped by applying a number of tools and experiments in order to successfully increase conversions. Initially, a number of Surveys were launched to the most important segments of traffic. The purpose was to find out the reasons why visitors leave the website without buying.

A number of A/B Tests were created with different messaging copy designed to help overcome the visitor objections and fears. The tests involved applying testimonials, details about products and delivery options onto several pages.


Welcome messages for first-time visitors were applied with on load personalization and designed to address any problems that may arise from delivery costs.

As some products were noted to be difficult to buy online, a personalization triggered on exit was displayed to offer phone assistance and a better level of customer service.

Another treatment involved a personalization that was triggered on exit specifically designed for the cart page. This was designed to minimize the cart abandonment rate.
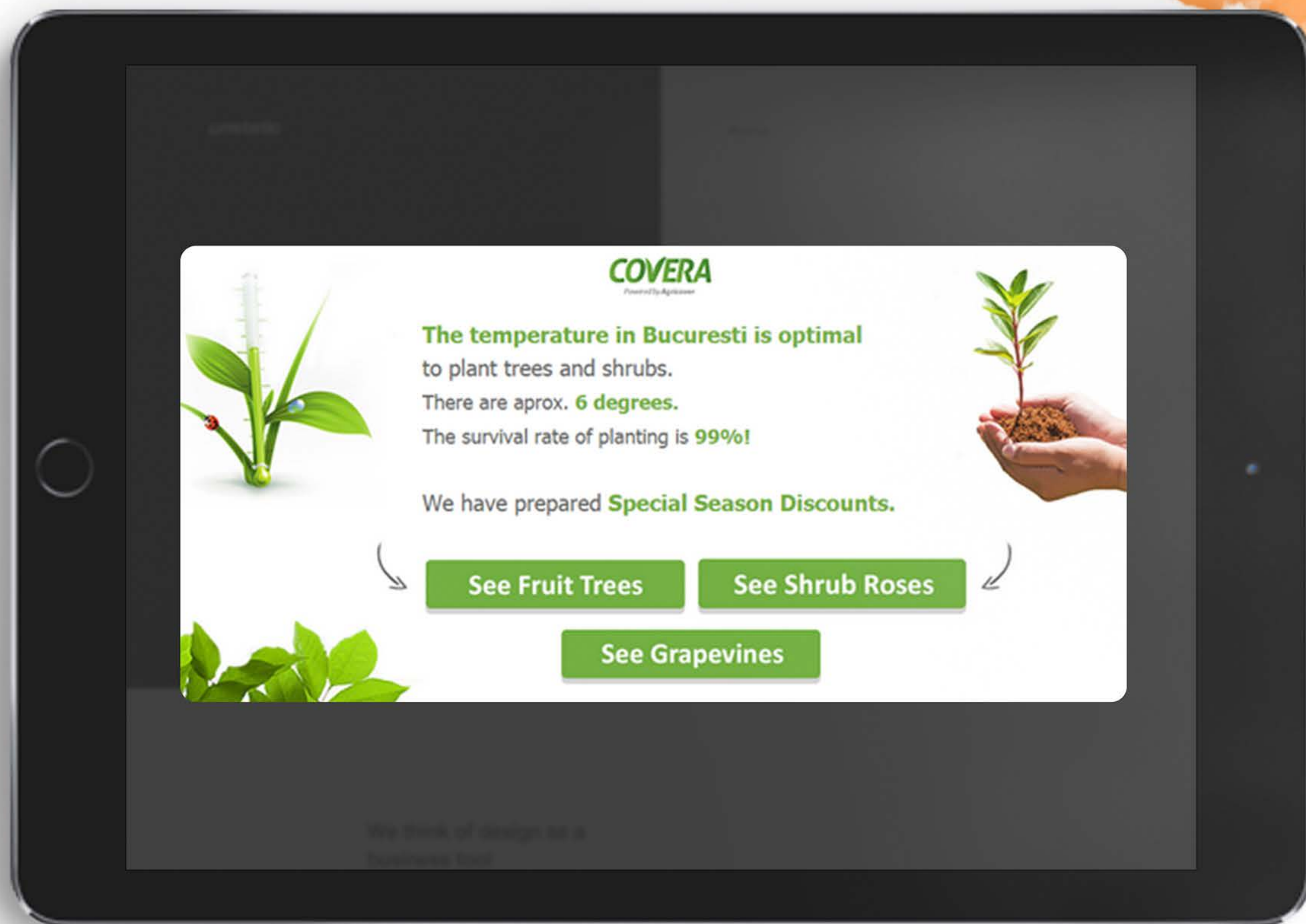
One of the more intricate personalizations used involved triggering an overlay. This particular personalization informed the visitor about the local weather condition, how it affects trees and followed with CTAs that promoted a particular line of products.

"Working with Omniconvert is not only having the latest technology on conversion rate optimization, but a great collection of ready-to-use actions applied to the needs of our industry that allowed us to improve our KPIs"

Adrian Dogaru
Online Business Development Manager @ Covera

RESULTS

Over a series of weeks and months, a number of experiments were applied to ensure that testing was beneficial and streamlined.

In total Omniconvert and Covera achieved:
Creation of 30 different experiments
25 Custom designed unique overlays
Increase sales by 117.86% in the 'Trees' category
Overall improvement of website conversion rate by 60.4%

Successful testing is often a series and combination of the tools readily available through the Omniconvert platform. Applying the knowledge and learning from audit and analysis is vital in the setup prior to testing. A common perception is that the audit and analysis is concrete and can be used to experiment immediately.
It is only after conducting surveys can you qualify that set of data.

Conversion increases are stronger when using multiple experiments collectively over time. An intricate pattern of purposed experiments can be laid out in succession. Each active test then continually increases conversions and the results magnify exponentially every month.

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test additional features such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

Start INCREASING conversions and skyrocket your website performance today! www.omniconvert.com